

Matchical - ICP Overview and Profiles

Shareable working version (structured)

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This PDF consolidates the ICP overview plus ICP 1, ICP 2, and ICP 3 with hierarchy-preserving structure.

Included Sections

- ICP Overview (behavior-based model)
- ICP 1: Consultancy Core System
- ICP 2: External Staffing Agency
- ICP 3: Framework Orchestrator

Ideal Customer Profile (ICP) Overview

Confirmed Facts

Segmentation Model

- Matchical currently uses three behavior-based ICP modes:
 - ICP 1: Consultancy Core System
 - ICP 2: External Staffing Agency
 - ICP 3: Framework Orchestrator
- These ICP modes are distinct for analysis and messaging.
- One customer organization can map to one, two, or all three ICP modes at the same time.
- Different ICP modes can involve different buying centers and decision makers.

Geographic and Size Focus (Current Targeting)

- Primary geographic focus is the DACH region.
- Size guidance is ICP-specific:
 - ICP 1: consultancy context with at least ~50 consultants.
 - ICP 2: can include small staffing teams (for example ~3-5 recruiters and roughly ~5-10+ employees).
 - ICP 3: size can vary and should be evaluated more by operating model than by employee count.

Core Fit Boundaries

- Matchical targets high-skill consulting and staffing workflows around consultant data, demand parsing, matching, and CV output.
- Core non-fit boundaries:
 - Permanent-recruiting ATS workflows.
 - Low-skill temporary labor staffing models.
 - AUE/ANUE-heavy models without core project-consultant placement focus.

Buying and Adoption Pattern (Current Motion)

- In most cases, chief executives are involved in final purchase decisions.

- Current buying motion in practice:
 - Showcase/demo.
 - Free trial with no paperwork.
 - 3-month paid proof-of-concept phase (flat-fee model currently used).
 - Transition to paid plans based on consultant-volume usage.

Hypotheses (to validate)

- Buying-trigger hierarchy across ICP modes remains hypothesis-level and must be validated through sales and lead-gen experiments.
- KPI hierarchy before purchase is still not stable enough to standardize by ICP.

Lead-Research Evidence Schema (Draft)

- Suggested fields per lead record:
 - company_name
 - domain
 - geo
 - icp_candidate (1, 2, or 3)
 - signal_name
 - signal_value
 - evidence_status (confirmed or inferred)
 - source_type (website, job posting, news, profile)
 - source_url
 - captured_at
 - notes

Lead-Research Mode (Draft)

- Run scoring and qualification per ICP separately (not as one combined model).

ICP 1: Consultancy Core System

Overview

Consultancies that use Matchical as a core internal operating system for consultant data, demand matching, and submission output.

Confirmed Facts

Company Archetype

- Consultancy organizations that manage internal consultant pools and need reliable internal deployment workflows.
- Internal-first focus.

Primary Users

- Sales operations and adjacent teams running consultant-data and demand workflows.

Buying Center and Decision Roles

- Chief executives are typically involved in final purchase decisions for this ICP because the scope is business-critical.

Core Jobs-to-be-Done

- Maintain structured internal consultant data.
- Parse opportunities or demands and run internal matching.
- Produce customer-ready CV outputs across required templates and languages.

Product-Capability Focus

- Structured consultant profile management.
- Opportunity and demand parsing support.
- Internal search and matching workflows.
- CV export workflows.
- Consultant profile structure includes skills, roles, certificates, languages, education, training, and project or engagement context.

Common Pre-Matchical Setup

- In-house or custom-built solutions (especially around skill or role management).
- Generic market tools are present in some cases but are often seen as poor fit for this operating model.

Known Objections

- Price sensitivity, especially with AI-enabled capabilities.
- Mindset objection in some consultancies: "we sell projects/solutions, not consultants," which can delay adoption intent.

Hypotheses (to validate)

- Primary buying trigger is internal consultant management and deployment efficiency.
- Relative importance of cycle-time improvement versus output-quality improvement is not yet fully validated.
- Urgency patterns are mixed and cannot yet be standardized for this ICP.

Draft Trigger Signals (to validate)

- Hiring signals or organizational signals around sales operations, resource management, or staffing operations in consulting environments.
- Clear evidence that the firm operates consultant-profile and demand-submission workflows at consultancy scale.
- Messaging around staffing speed, utilization pressure, or submission throughput bottlenecks.
- Signals of fragmented legacy setup (custom tools and manual handoffs) around consultant data and demand workflows.

Draft Title Priority (to validate)

- First contact:
 - Head/Lead Sales Operations
 - Resource Manager
 - Head of Staffing Operations
 - Practice Operations Lead
- Economic buyer/final decision:
 - Chief executive roles

- Managing Director or COO (where applicable)

First-Draft Lead Scoring (ICP 1)

- Gate criteria:
 - DACH geography.
 - Consultancy operating model.
 - Not in non-fit boundaries from ICP overview.
- Scoring draft (100 total):
 - Consultancy delivery model with consultant deployment operations: 30
 - Evidence of at least ~50 consultants: 20
 - Relevant title match (first-contact or buyer roles): 20
 - Trigger-signal strength (workflow pain and process complexity): 20
 - Clear absence of non-fit indicators: 10
- Draft qualification threshold: 65+

ICP 2: External Staffing Agency

Overview

External staffing-focused teams that source and place external consultants or freelancers against incoming consultant demands.

Confirmed Facts

Company Archetype

- Standalone staffing agencies.
- Dedicated external staffing units inside larger consultancies.

Primary Users

- Recruiters and staffing operators who run day-to-day sourcing, matching, and submission workflows.

Buying Center and Decision Roles

- In most cases, chief executives are involved in final purchase decisions.
- This ICP is often smaller in initial scope than ICP 1, but executive involvement still occurs.

Core Jobs-to-be-Done

- Build and maintain external consultant pools.
- Parse incoming demand documents.
- Match candidates against demand requirements.
- Produce optimized submission CVs quickly.

Product-Capability Focus

- Demand parsing and requirement extraction.
- Matching across external consultant pools.
- CV export and optimization workflows (including glow-up positioning where relevant).
- Job-board posting and automated inbound application ingestion are planned, not current.

Common Pre-Matchical Setup

- Generic staffing or applicant-tracking tools for parts of the process.
- Processes with significant manual steps across sourcing, qualification, and submission preparation.

Known Objections

- Price sensitivity, including concerns that AI capabilities increase software cost.

Hypotheses (to validate)

- Primary buying trigger is speed-quality efficiency in external demand response.
- Urgency is often linked to demand spikes and CV bottlenecks, but exact trigger ranking is not yet validated.
- KPI priority before purchase is not stable enough to standardize.

Draft Trigger Signals (to validate)

- Explicit language around freelancers, external consultants, or partner-based consultant sourcing.
- Recruiter-heavy team signals in a project-consultant staffing context (excluding permanent-recruiting-first context).
- Public-client or tender-response context signals (for example key-account public-sector staffing and proposal pressure).
- Messaging around staffing speed, response time, and shortlisting bottlenecks.

Draft Title Priority (to validate)

- First contact:
 - Head of Recruiting
 - Team Lead Recruiting
 - Staffing Manager
 - Freelancer Manager
- Additional relevant contact points:
 - Partner Manager
 - Key Account Manager (especially public-sector demand context)
- Economic buyer/final decision:
 - Chief executive roles
 - Managing Director

First-Draft Lead Scoring (ICP 2)

- Gate criteria:
 - DACH geography.
 - External staffing operating model.
 - Not in non-fit boundaries from ICP overview.
- Scoring draft (100 total):
 - External staffing/freelancer placement model evidence: 30
 - Recruiter/staffing team evidence (including small-team setup): 20
 - Relevant title match (first-contact or buyer roles): 20
 - Trigger-signal strength (speed bottleneck or demand-response pressure): 20
 - Clear absence of non-fit indicators: 10
- Draft qualification threshold: 60+

ICP 3: Framework Orchestrator

Overview

Organizations that operate as framework-contract coordinators and orchestrate partner-network submissions.

Confirmed Facts

Company Archetype

- Organizations that hold or operate within framework-contract structures and coordinate partner-based fulfillment.

Primary Users

- Key account managers and framework-contract operating teams.

Buying Center and Decision Roles

- Decision ownership can be led by the key account manager or by the framework-contract day-to-day product owner.
- Team-level operational stakeholders are typically involved due to coordination-heavy workflows.

Core Jobs-to-be-Done

- Receive framework demand requests.
- Dispatch or route demands to partner channels.
- Collect shortlist options from partner and internal sources.
- Execute final review/final polish and choose final submissions.

Product-Capability Focus

- Partner management and orchestration workflows.
- Demand intake, routing, and shortlist consolidation.
- Final review/final polish support before submission.
- Internal active sourcing can exist, but orchestration and partner management are the core.

Known Objections

- Price sensitivity may appear, especially when AI-enabled capability scope is discussed.

Hypotheses (to validate)

- Primary buying trigger is orchestration efficiency plus final review/final polish accountability.
- Urgency levels and trigger hierarchy are still mixed and not yet standardized.
- KPI priority before purchase is not stable enough to standardize.

Draft Trigger Signals (to validate)

- Evidence of framework-contract or public-client coordination context (more often via roles, tenders, or operating descriptions than marketing headlines).
- Signals of partner-network coordination, vendor/supplier routing, or submission-orchestration workflows.
- Evidence that shortlist consolidation and final selection/polish is a central operating step.
- Key-account pressure around rapid, high-quality response for framework demand cycles.

Draft Title Priority (to validate)

- First contact:

- Key Account Manager (especially public-sector context)
- Framework Contract Manager
- Partner Manager
- Bid/Proposal Lead
- Economic buyer/final decision:
 - BU lead or managing director
 - Chief executive roles in some account contexts

First-Draft Lead Scoring (ICP 3)

- Gate criteria:
 - DACH geography.
 - Framework-orchestration operating model.
 - Not in non-fit boundaries from ICP overview.
- Scoring draft (100 total):
 - Framework/public-client orchestration evidence: 35
 - Partner-network coordination evidence: 25
 - Relevant title match (first-contact or buyer roles): 20
 - Evidence of shortlist consolidation/final review flow: 10
 - Clear absence of non-fit indicators: 10
- Draft qualification threshold: 65+